

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system, comprising

a receiver to receive a first broadcast stream and ~~recorded~~ a second media; and

~~a unit to compare a priority indicator in the broadcast stream and~~ a priority indicator ~~in associated with the recorded second media, the unit permitting automatic insertion of the recorded second media or an indication of the second media into an audio or visual presentation of the system into the broadcast stream when the priority indicators in the recorded media are higher than in the broadcast stream and delaying insertion when the priority indicators in the recorded media are lower than in the broadcast stream based on said priority indicator associated with said second media;~~

wherein the automatic insertion is based on the priority indicator and the first broadcast stream is not interrupted.

2. (Currently Amended) The system of Claim 1 wherein the priority indicators associated with the second media ~~are~~ comprise numbers, letters, or symbols ~~in the broadcast stream and in the recorded media.~~

3. (Currently Amended) The system of Claim 1 wherein the ~~recorded~~ second media and the first broadcast stream are the same media.

4. (Currently Amended) The system of Claim 1 wherein the ~~recorded~~ second media and the first broadcast stream are different media.

5. (Currently Amended) The system of Claim 1 wherein an event triggers the ~~recorded~~ second media insertion into the first broadcast stream.
6. (Currently Amended) The system of Claim 5 wherein the event that triggers the ~~recorded~~ second media insertion into the first broadcast stream includes notification that an e-mail message has arrived.
7. (Currently Amended) The system of Claim 1 wherein a signal that is needed to change the priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the ~~recorded~~ second media insertion with the broadcast stream.
8. (Currently Amended) The system of Claim 1 further wherein ~~the~~ additional priority indicators are ~~embedded into~~ associated with the first broadcast stream using a pilot tone or watermark.
9. (Currently Amended) The system of Claim 1 wherein the priority indicators are assigned to the ~~recorded~~ second media insertions by a user of the system.
10. (Original) The system of Claim 1 wherein the receiver is part of a television system or radio system.
11. (Currently Amended) A method of inserting recorded media into a broadcast stream, the method comprising:

transmitting a first broadcast stream and ~~recording~~ a second media to a receiver of a broadcast system, ~~the broadcast stream and the recorded second media containing~~ having associated with it one or more priority indicators;

~~comparing priority indicators in the broadcast stream with priority indicators in the recorded media; and~~

automatically inserting the recorded second media or an indication of the second media into an audio or video reproduction of the system ~~the broadcast stream when based on the priority indicator indicators in associated with the recorded second media are higher than in the broadcast stream and delaying inserting the recorded media into the broadcast stream when the priority indicators in the recorded media are lower than in the broadcast stream;~~

wherein the second media is presented such that no content of the first broadcast stream is lost.

12. (Currently Amended) The method of Claim 11 wherein the priority indicators associated with the second media comprise ~~are~~ numbers, letters, or symbols ~~in the broadcast stream and in the recorded media.~~

13. (Currently Amended) The method of Claim 11 wherein the ~~recorded~~ second media and the first broadcast stream are the same media.

14. (Currently Amended) The method of Claim 11 wherein the ~~recorded~~ second media and the first broadcast stream are different media.

15. (Currently Amended) The method of Claim 11 wherein an event triggers the ~~recorded~~ second media insertion into the first broadcast stream.

16. (Currently Amended) The method of Claim 15 wherein the event that triggers the ~~recorded~~ second media insertion into the first broadcast stream includes notification that an e-mail message has arrived.

17. (Original) The method of Claim 11 wherein a broadcaster may further assign a plurality of additional priority indicators to different segments of a the first broadcast stream, the additional priority indicators embedded into the first broadcast stream using a pilot tone or watermark.

18. (Original) The method of Claim 11 wherein a broadcaster may assign a plurality of additional priority indicators to different segments of a the first broadcast stream based on a subdivision or geographic area, the additional plurality of priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

19. (Currently Amended) The method of Claim 11 wherein a signal used to change the priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the ~~recorded~~ second media insertion with the first broadcast stream.

20. (Currently Amended) A system, comprising:

~~a server;~~

~~a set-top box coupled to the server;~~

a receiver in the set-top box to receive a first broadcast stream and ~~recorded~~ a second media;

~~a transmitter in the receiver to transmit the broadcast stream and the recorded media to a television receiver;~~ and

~~a unit in the set-top box to compare one or more priority indicators in the first broadcast stream and in associated with the recorded second media, the unit permitting insertion of the recorded second media or an indication of the second media into an audio or video reproduction of the system into the broadcast stream when based on the priority indicator indicators in associated with the recorded second media are higher than in the broadcast stream and delaying insertion when the priority indicators in the recorded media are lower than in the broadcast stream;~~

wherein the second media is presented such that no content of the first broadcast stream is lost.

21. (Currently Amended) The system of Claim 20 wherein the priority indicators associated with the second media ~~are~~ comprise numbers, letters, or symbols ~~in the broadcast stream and in the recorded media.~~

22. (Currently Amended) The system of Claim 20 wherein the ~~recorded~~ second media and the first broadcast stream are the same media.

23. (Currently Amended) The system of Claim 20 wherein the ~~recorded~~ second media and the first broadcast stream are different media.

24. (Currently Amended) The system of Claim 20 wherein an event triggers the ~~recorded~~ second media insertion into the first broadcast stream.

25. (Currently Amended) The system of Claim 24 wherein the event that triggers the ~~recorded~~ second media insertion into the first broadcast stream includes notification that an e-mail message has arrived.

26. (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for inserting recorded media into a broadcast stream, the method comprising:

transmitting a first broadcast stream and ~~recorded~~ a second media to a receiver of a broadcast system, ~~the broadcast stream and the recorded second media containing having~~ associated with it one or more priority indicators;

~~comparing priority indicators in the broadcast stream with priority indicators in the broadcast media; and~~

inserting the ~~recorded~~ second media or an indication of the second media into an audio or video reproduction of the system into the broadcast stream when based on the priority indicator indicators in associated with the recorded second media are higher than in the broadcast stream and delaying inserting the recorded media into the broadcast stream when the priority indicators in the recorded media are lower than in the broadcast stream;

wherein the second media is inserted such that no content of the first broadcast stream is lost.

27. (Currently Amended) The machine-readable storage medium of Claim 26 wherein the priority indicators associated with the second media ~~are~~ comprise numbers, letters, or symbols ~~in the broadcast stream and in the recorded media.~~

28. (Currently Amended) The machine-readable storage medium of Claim 26 wherein the ~~recorded~~ second media and the first broadcast stream are the same media.

29. (Currently Amended) The machine-readable storage medium of Claim 26 wherein the ~~recorded~~ second media and the first broadcast stream are different media.

30. (Currently Amended) The machine-readable storage medium of Claim 26 wherein an event triggers the ~~recorded~~ second media insertion into the broadcast stream.

31. (Currently Amended) The machine-readable storage medium of Claim 30 wherein the event that triggers the ~~recorded~~ second media insertion into the first broadcast stream includes notification that an e-mail message has arrived.

32. (Currently Amended) The machine-readable storage medium of Claim 26 wherein a broadcaster may assign a plurality of additional priority indicators to different segments of ~~a~~ the first broadcast stream, the additional priority indicators embedded into the first broadcast stream using a pilot tone or watermark.

33. (Original) The machine-readable storage medium of Claim 26 wherein a broadcaster may assign a plurality of additional priority indicators to different segments of ~~a~~ the first broadcast stream based on a subdivision or geographic area, the plurality of additional

priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

34. (Currently Amended) The machine-readable storage medium of Claim 26 wherein the priority indicators are assigned to the ~~recorded~~ second media insertions by a user of the system.

35. (Currently Amended) The machine-readable storage medium of Claim 26 wherein a signal used to change the priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the ~~recorded~~ second media insertion with the first broadcast stream.